

Sage ERP Migration Strategies for Success



RAD Associates Uses Migrations to Build Long-Term Relationships

RAD Associates, Inc. is a successful Sage Authorized Partner that began implementing Sage PFW ERP in 1985, and added Sage 100 ERP* to its offerings in 1995. For the past several years, RAD Associates has been actively migrating its Sage PFW clients to Sage 100 ERP. The switch benefits the firm's clients with lower total cost of ownership and broader functionality, and it rewards RAD Associates with additional revenues and the opportunity to maintain strong client relationships.

We spoke with Lana Amodeo, president of RAD Associates, about her firm's migration experiences and the advice she can offer to other Sage business partners.

How and when do you approach a client about updating?

Many of the clients we have migrated from Sage PFW approached us first. They received information from Sage about the future of the product line, and contacted us to discuss their options. We have successfully migrated 15-20 clients to Sage 100 ERP. It is a comprehensive solution, it fits so well in so many industries, and it has such an excellent reputation that clients quickly embrace it.

What objections do you have to overcome?

Once we familiarize our clients with all the functionality available with Sage 100 ERP, we see very few objections. With powerful features like Paperless Office and user-defined fields, plus the flexible reporting and query options, our clients can clearly see the benefits.

Describe some of the sales and marketing strategies that you have successfully used to promote migrations.

A lower total cost of ownership is something we tout as a benefit of the migration to Sage 100 ERP. It is an easier and more cost-effective solution to implement and maintain. The out of the box functionality of Sage 100 ERP eliminates the need for many third-party applications, which can be expensive and cumbersome. The hardware requirements are lower than with many ERP systems, which further simplifies the transition. Overall, our strategy is to promote the superior cost/benefit ratio of Sage 100 ERP over other similar ERP solutions on the market.



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*Sage 100 ERP was named Sage MAS 90 ERP when RAD Associates initially implemented this solution. The product names have been updated in this case study to reflect current naming.

What are the steps and timeline involved in a typical migration?

First we uncover the clients' goals for the migration. We want to understand what is driving the switch so we can accurately set and meet their expectations. Next, we set up a test environment where we can demonstrate how we can meet those goals using Sage 100 ERP. Our consultants perform the data conversions, and we thoroughly test the system before going live. Typically the transition takes three to six months to complete.

What would you tell other Sage partners who might be hesitant to promote migrations?

I would tell them there are big benefits and very little risk. We have found that Sage 100 ERP is an ideal next step for our Sage PFW clients. They gain a solution that is scalable, dynamic, easily supported, and extremely powerful. Our ability to service the technology needs of our clients throughout their business's lifecycle builds loyalty and trust. Each of our migration clients would serve as a reference for us and for Sage 100 ERP.

“We have found that Sage 100 ERP is an ideal next step for our Sage PFW clients.”

—Lana Amodeo, president

About Sage

Sage is a leading global supplier of business management software and services for small and midsize businesses. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs more than 13,500 people and supports more than 6 million customers worldwide. For more information about Sage in North America, please visit the company website at: NA.Sage.com. Follow Sage North America on Facebook, [Facebook.com/SageNorthAmerica](https://www.facebook.com/SageNorthAmerica), and Twitter, [Twitter.com/sagenamerica](https://twitter.com/sagenamerica).